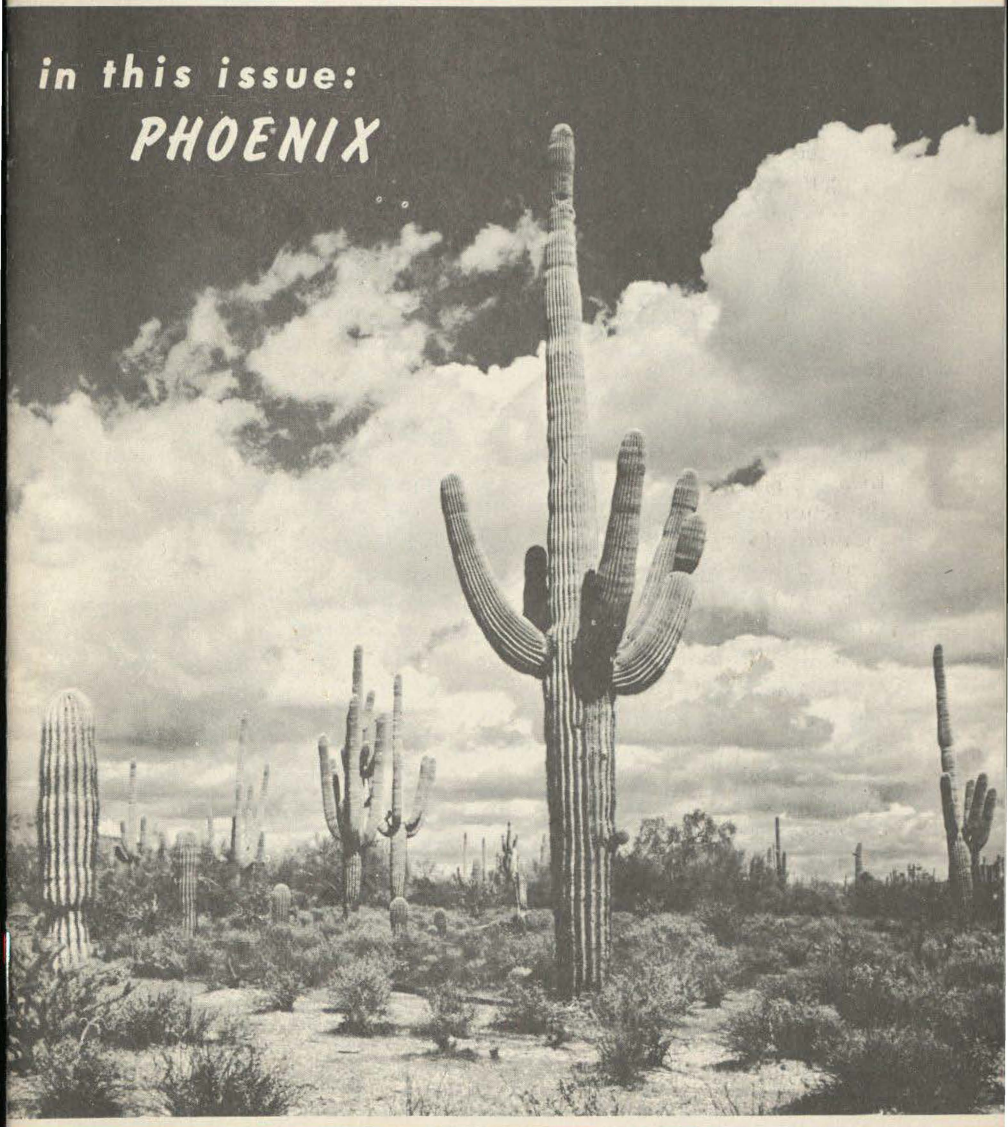
THE BIG B

BONANZA AIR LINES

in this issue:

PHOENIX



NOVEMBER, 1958

Published monthly by
Bonanza Air Lines
PO Box 391, Las Vegas, Nevada
Dave Beattie, Editor

THE BIG 'B'

Editorially Speaking...

Luisa, I'm not really a coward. It's just that the scenery is so much more vertical here than Back Home. I refer the above to Stewardess L. Carrillo, who was very kind not to laugh at the way I peeped out the window on the flight the other day and counted rocks as we swept past the Haulapai Mountains on Flight 3 to Phoenix. Luisa, Captain Pete Peterson, and First Officer Burroughs made this old flat-land-flyer feel right at home. And once used to seeing so MUCH countryside, it was most pleasant.

This run from Las Vegas down to Phoenix last month was my first on Bonanza, and I will venture to say that it was the most pleasant trip I have ever made on any airline. The airplane was sharp and spotless, the weather superb, and the crew skilled and friendly. The same was true on the return trip, with the added pleasure of having my fellow Ozark alumnus, Charlie Kingen, flying first officer, along with Captain Payne, and Stewardess Grist. Another pleasant surprise was the smoothness of the trip. Have always heard fearful tales of the turbulence found in the mountains, but except for a couple times when the old girl kinda humped herself going over ridges, it was perfect. I liked it. I'm gonna go again. You guessed it, I'm proud to be a part of this airline. Right proud.

Bonanza's headquarters, here in Las Vegas, are a pretty busy place lately. In addition to the nearly complete office building, work is being done on a new printing department, revamping the stores department, and changing almost all the various shops in the hangar.

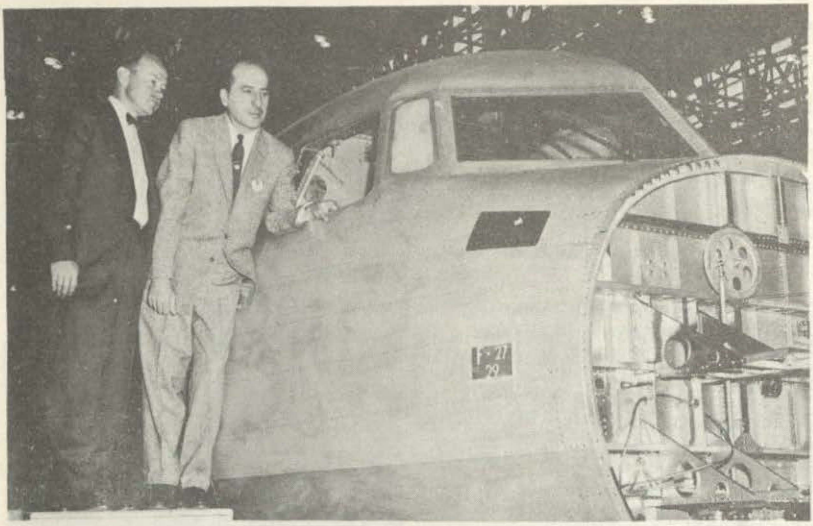
A freight lift has been built to carry parts and materials to and from the upstair storage area—possibly the only one in the local service airline business? The editor is quietly enjoying his slick new photo lab, thanks to master builder John Phillips, who is a credit to the force. John's chief assistant Arnett Weldon is a credit, too.

Our thanks to Phoenix Chamber of Commerce Publicity Director Bob Davis for all the material and pretty pictures, part of which we have used in this issue.

—Dave Beattie

COVER PHOTO

WESTERN SYMBOL—Although the saguaro cactus is widely accepted as a western symbol, actually Arizona is the only state where it is found naturally. Rising sometimes as high as 60 feet, this stately cactus appears to be standing guard over the vast expanses of scenic beauty and mineral wealth that abound in the resort region of Phoenix and the Valley of the Sun. (Phoenix Chamber of Commerce Photo)

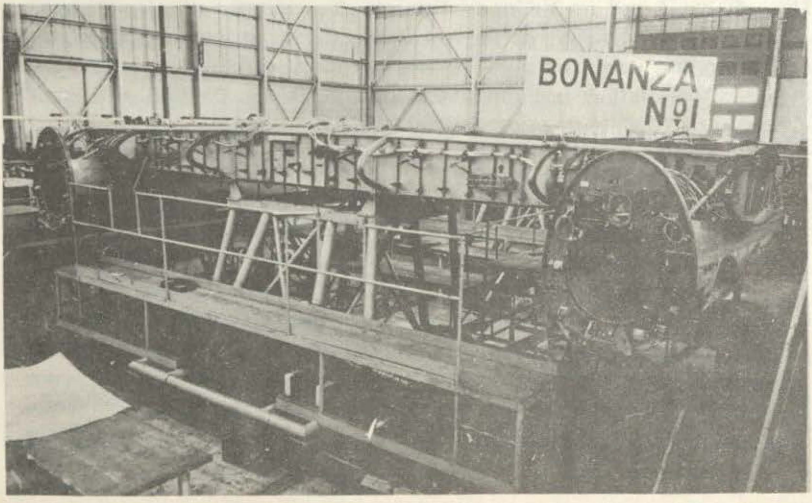


BONANZA SILVER DARTS IN PRODUCTION.....FIRST PHOTOS

Shown here in photos airmailed by Bonanza Factory Rep Lou Arpin is the first of the airlines new F-27A Silver Dart aircraft. Bonanza number one bears the Fairchild production line number 29, with numbers 36 and 37 being the next two. Delivery on the first 40 passenger jetprop airliner is expected by the end of the year, depending on weather conditions at the Fairchild plant during flight tests.

The photo above shows Arpin (r.) and Bonanza VP-Operations Myron Reynolds inspecting the nose section. Photo below shows the center section of the first craft, as it started down the assembly line.

---Fairchild Aircraft photos by J. Minnich and F. Hall



One of the most pleasant surprises for visitors to the all-year vacationland of Phoenix, Arizona, and the Valley of the Sun is discovering Encanto Park, whose winding canals and plam-fringed lagoons make one ask, "Who says this is a desert area?" Nestled in the heart of the city, the park also has facilities for archery, tennis, and outdoor concerts, an 18-hole golf course and rides for the children. (Phoenix Chamber of Commerce Photo)

One of the hubs of Bonanza's system, Phoenix is a wide spot on a dusty road that has bloomed into a press agents dream city. Set in a paradise of greenery and desert splendor, with sunshine almost every day, Phoenix and its Valley of the Sun are a resort and farming area without peer. Swank motels and cotton fields, swimming pools and huge produce farms, all made possible by the superb climate, are everywhere. Population has exploded from 65,000 in 1940 to a present guess of 241,000, with more coming in all the time.

In addition to the very obvious tourist business, Phoenix is the heart of a vast farming operation. In Maricopa county alone, there are 479,000 acres of irrigated land. The finest long fibre cotton outside of Egypt is grown there, and alfalfa growers get seven cuttings a year. Flowers bloom in what is the dead of winter elsewhere, and raising blossoms for market is big business, too.

Bright sun and clear, dry air have given Phoenix and the Valley of the Sun a world wide name as a health center. Sinus suffers, arthritics, victims of hay fever and asthma find a haven.

An alert Chamber of Commerce in Phoenix is pursuing a

PHOENIX DONS SPONSOR TOURS

Several new destinations and the return of an old tourist favorite will mark this season's travelcade schedule of Arizona's "perfect hosts", the Dons Club of Phoenix.

The Spanish-attired group of 50 business and professional men, with their wives — the Donas — will be starting in December its 27th season of showing tourists around the state and of telling its lore by means of low-cost trips.

New overnight, week-end jaiunts will feature visits to the unusual Arizona Sonora Museum in Tucson, the gigantic dam building operations at Glen Canyon on the Colorado River, and the dramatic rock formations and incient Indian cliff dwellings at Canyon de Chelly National Monument.

In addition, the popular overnight hike into the legend-filled Superstition Mountains, supposed site of the fabulous Lost Dutchman Gold Mine, will be made again on March 1st. For the past few years, this former feature of the Don's noted Trek Day had been side-tracked by activities of building a new, expanded base camp at the foot of Superstition Mountain.

The complete schedule of Dons travelcades for the coming season is: Dec. 5-7, Hermosillo, Mexico; Dec. 14, Wickenburg dude ranches and Vulture Gold Mine; Jan. 3-4, Tucson Mountain Park, San Xavier Mission, Colossal Cave and Casa Grande and Saguaro National Monuments; Jan. 11, Apache Trail; Jan. 17-18, Chiricahua National Monument, Douglas area and Tombstone; Jan. 25, Prescott, ghost town of Jerome and Montezuma Castle National Monument; Jan. 30-Feb. 1, Glen Canyon Dam and the Flagstaff area; Feb. 8, copper mines at Ray and Hayden; Feb. 13-14, Hopi villages and Petrified Forest National Monument; Feb. 21-22, overnight hike into the Superstition Mountains; March 1, Trek Day; March 21-22, Grand Canyon National Park, and April 3-5, Canyon de Chelly and the Navajo Reservation.

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plan to bring a light, diversified, smokeless industry to the city. More than 250 plants have been attracted in the past ten years, with others on the way.

Sky Harbor airport, seventh busiest in the U.S., is located just three miles from downtown Phoenix. Bonanza's Phoenix station is headed by manager John Hays, Bruce Ryan is Sales Manager., and Ginny Kramer is District Reservations Supervisor.

Bonanza serves Phoenix with routes to Las Vegas, Salt Lake City, San Diego, and Los Angeles; plus intermediate cities.

Bonanza's City Ticket Office in Phoenix is located in the Adams Hotel, a most pleasant hostelry, with a unique swimming pool located on the sixth floor, an engineering feat that gained world-wide recognition..

Hello From Phoenix Sales And Reservations

Front row, left to right —

Ramona Ledford better known as "Hushpuppie" graduated from California Air College and started working for BAL in LAX in February of 1956, transferring to PHX-Res. in May, 1956. "Hush" spent her vacation this year back in Indiana, Penna. and Kentucky where she aquired that accent which she says she doesn't have.

Glenda Frye moved to Phoenix in Nov. of '57 and started working for BAL in December '57. Glenda was previously employed by Capital Air Lines and worked for them in Youngstown, Ohio also Buffalo, New York. Glenda's hobby since she came with BAL is baseball.

Ginny Kramer (check the PHX-sun tan) our District Reservations Supervisor was a former Bonanza Hostess before she got married and grounded, prior to coming with BAL she worked for TWA res. in Columbus, Ohio. Ginny joined BAL-Res. in April of '55.

Bruce Ryan hails from Montana and has been with BAL as Regional Sales Manager since January of 1955. Bruce's wife Marge and son Wayne vacationed this year back in New York and Mom and Dad made a side trip to Bermuda which they are still raving about. Bruce being the only man amongst all us girls was really missed when he was gone.

Patricia Sachen is another gal that flew for Bonanza in 1956 and 1957, she also had her wings clipped, but rejoined us in reservations in January 1958. Patty is no longer with us since the last of July, this time she is joining the ranks of motherhood. We miss her but she's been down to see us since she has time on her hands til the baby arrives.

Jean Householder previously with Braniff, Northwest and most recently was with United Air Lines on the West Coast before joining BAL-Res. in January of this year. Jean and husband Bill have an unusual hobby, trapping bull snakes—and just recently acquired a pet of a bob-cat. Jean informs us though the pet is about to get a new home at the zoo.

Gladys Warfel a graduate of McConnell Airline School in Minneapolis, worked for Braniff Airways in reservation control and came with BAL in May of '55, she's the blond at our city ticket office in the Adams Hotel, business has increased since she took over the position.

Caroline Cullen the newest face in our office, had five years airline experience before coming with Bonanza this past August. Caroline and husband Don (PHX-Operations agent) have been in PHX only a short time but agree our casual desert living is the greatest.

Jean Davies worked for Mountain state Tel and Tel as long distance operator for six years before joining BAL, Jean really likes the airline work and thinks the airline past policy is wonderful, her husband Ray quite agrees with her. Be looking for them as NRSA on most any flight.

Jan Sheldon began her airline career with TWA operations in Chicago, also with Braniff Res. Than migrated to Arizona and tried ranching for awhile. Jan has been with BAL since January 1957.

"OUR BOAT"

Favorite of all Bonanza personnel in the annual Sahara Cup Race, October 22-23, was the big unlimited hydroplane, "Maverick", owned by Bonanza Board Member William T. Waggoner. Said by many experts to be the best boat in the race, Maverick was robbed of victory by a series of misfortunes.

---Photo by Las Vegas News Bureau

Airline Sketches . . .
HARRY R. BURT, JR.

Continental Air Lines

Twenty four years ago on July 15, 1934 Continental Air Lines began operations as Varney Speed Lines (Southwest Division) flying Lockheed Vegas between El Paso, Texas and Pueblo, Colorado. This same area was blazed by the Spaniards in the 16th century.

During this quarter of a century Continental Air Lines has rapidly grown from the original 6 city 520 mile route to 52 cities in eight states and over 6,000 route miles. The first Lockheed Vegas accommodated 6 passengers compared to the modern day jet-powered Viscount II which carry 56 passengers in first class luxury service. Continental has Boeing 707 jet-liners on order and expect delivery in time for service next spring.

In July 1937 the name Continental Air Lines was adopted and Mr. Robert F. Six became Executive Vice-President Early in 1938 Mr. Six became President and, under the Continental banner, the company immediately launched an agrressive expansion program which continues to the present time.

Late in 1956 Mr. Six announced the purchase of 15 of the latest and fastest Viscount series, a four-engine, 56 passenger, Rolls-Royce powered jet-prop transport manufactured by Vickers-Armstrong, Co., Ltd. of England. The Continental Viscounts were put into service in May 1958 and were the first jet powered planes operating in the Western states.

On the heels of this announcement, later in 1956, the Continental president again made a startling revalation. The airline had ordered a fleet of Boeing 707 jet transports to start service in 1959, on the routes between Chicago, Kansas City, Denver and Los Angeles.

The year 1957 was a banner year for Continental Air Lines, but its officials are not content to sit on their laurels and coast. 1958 and 1959 will be even bigger years in the history of the airline with change-over to jet operations with the new jet-prop Viscounts in 1958 and the Boeing 707 jet transports in 1959.

Dart Engine Classes In Full Swing

Classes for operations and maintenance personnel on the care and feeding of the mighty Rolls-Royce RDa-7 jetprop engine, power for the new "Silver Dart" aircraft, are being held regularly at Bonanza's Las Vegas headquarters, according to training director Ernie Winn. Each week, starting last September, a new group of pilots, mechanics, dispatchers, and allied personnel have gone through an intensive indoctrination in the new engine.

Actually a tried and proven piece of machinery, in service on airlines the world over for better than ten years, the Dart is simple, rugged, and potent. Bonanza's version will be the RDa-7, turning up 1900-plus horsepower, with a 300 pound jet boost for good measure. This will insure excellent engine performance, even at full gross weight, quicker takeoff and climb; in addition to being much quieter than any piston engine. All this adds up to greater safety and enjoyment for passengers in the new Silver Dart, with service slated to start on Bonanza's routes by next March.

Fighter Weapons Meet Held at Las Vegas

Attention of the military world focused on Las Vegas the week of October 12-18 as the USAF held its annual Fighter Weapons Meet at Nellis AFB. Gunnery, rocketry, and bombing competitions were held, with fighter aircraft from all over the world taking part. In addition, aircraft manufactureres and other firms, including Bonanza, maintained exhibits in the Convention Hall of the Riviera Hotel.

Bonanza's booth, with Hostess Jan Thomas on duty, is shown above. Decor of booth reflects the excellent taste of its builders, Bonanza personnel William Mitchell, Larry Decker, Lee Fuson and Dave Beattie.

HOLIDAY ON SKIS LATEST PACKAGE

An all-expense-paid air holiday in the heart of the Utah Powder Snow area — ski runs and lifts for any skier, beginner or expert.

Brighton, Utah, home of your "HOLIDAY ON SKIS" is a few short minutes from downtown Salt Lake City, and is reached by a pleasantly quick flight from your home or office.

There are three packages to pick from, ranging from 8 days to a 4 day "quickie ski break." Low prices include lodging at the Alpine Rose, 2 meals a day, unlimited use of the ski lift, equipment, and ski lessons. In addition, all the other facilities of the lodge are at your command — sun deck, Navajo Room, Ski Club room, TV, dancing, and the companionship of your fellow skiers.

Prices run as low as $43 for the four day holiday (3 in a room), with deductions made by experienced skiers having their own equipment, and not desiring lessons . . . plus, of course, the price of air transportation. See your travel agent for further details.

Bonanza Aircraft To Be In History

Reproduced below is corespondence between Bonanza's William Mitchell, VP-Traffic and Sales, and Mr. Tom Baxter, author of a forthcoming book entitled "The Fabulous DCs," a history of the well-known Douglas airliners. *Aficionados* of of these craft should be most interested in some of this data.

Mr. Tom Baxter
18708 Calvert Street
Reseda, California

October 21, 1958

Dear Mr. Baxter:

Here is some data on the aircraft that Bonanza Air Lines is presently operating.

Given on a separate sheet of paper are these aircraft numbers. The first column shows the old number, and our present operating number is in the second column, together with the serial number and the manufacturing date.

It is interesting to note that our present numbers 490 and 491 belonged to Central Air Transport and were impounded somewhere in China—we believe it was Hong Kong—together with dozens of other American aircraft, by the Chinese Reds. They were finally released and transported back to the United States via an aircraft carrier. After a complete overhaul from one end to the other and being brought up to Bonanza Airlines' specifications, they are now operating on our airline.

Also, Bonanza Air Lines has on order six F-27 "Silver Darts," which will be delivered starting December of this year and throughout next year, with an option on six additional of these jetprops. Eventually, these modern aircraft will replace the complete DC-3 fleet.

I have enclosed photographs of our DC-3's and the "Silver Dart" with Bonanza's marking as will be used.

Another interesting fact is that all these aircraft are original DC-3's and are not conversions of the wartime C-47's.

I hope this information will be useful.

Sincerely yours,
WILLIAM J. MITCHELL

DATA ON BONANZA AIRCRAFT

Old N-Number	New N-Number	Serial No.	Mfg. Date	Previous Operators
N-1788-B	N-490	1954	7-30-37	Central Air Lines Corp.
N-1790-B	N-491	2185	1-13-40	" China
N-16015	N-492	1553	1938	Trans Alaskan Air Lines
N-28393	N-493	3251	6-2-42	Trans World Air Lines
N-25681	N-494	2221	4-19-40	United Air Lines
N-18619	N-495	4819	10-14-41	Trans World Air Lines
N-25622	N-496	2270	9-13-40	United Air Lines
N-33670	N-497	4811	8-21-41	Western Air Lines
N-16063	N-498	1903	1-4-37	United Air Lines
N-15564	N-485	4848	12-31-41	Continental Air Lines

N-498 has the most flight hours of the 10 aircraft with 57,831:00.
N-491 has the least flight hours of the 10 aircraft with 34,632:09.

Continued on next page

Mr. William J. Mitchell
Bonanza Air Lines
Post Office Box 391,
Las Vegas, Nevada

October 24th, 1958

Dear Mr. Mitchell:

My deepest thanks for your courtesy in so completely answering the request I made. In the preparation of this "DC" history I have had occasion to be in contact with almost every airline that ever flew them, and only two, AA and Swissair have come close to matching you.

Armed with the data you so kindly supplied on your DC-3s, I am now in a position to offer you—in return—a little information on some of them which may be of interest. First, your N-492 was not built in 1938, but instead is one of the earliest DC-3s delivered to American in July of 1936. It is the fourth oldest DC-3 in the U.S., and the fifth oldest in the world, still in active service.

The data on N-490 and N-491, with their Chinese history was most valuable to me, but, in turn, served to open up several avenues of conjecture. N-490 was delivered first to United Air Lines as their N-18106 (NC, really), and was built with a sleeper interior. N-491 was a Northwest Airlines plane, N-25610. How both of them matriculated to China remains a mystery.

Your statement that none of these are converted C-47s is quite correct, and renders BAL unique among today's DC-3 operators. However, N-485 and N-495 did see Air Force service as C-53s (41-20078 and 41-20049, respectively) before joining TWA and Continental. The C-53 designation largely represents DC-3 aircraft on order and under construction for the airlines at the beginning of the war, but appropriated by the military. The majority of them did not receive the extensive modifications to the basic design impressed upon the real C-47s.

All of the above information is based upon the Douglas serial numbers you included with the aircraft data. The possibility always remains that a name-plate from another aircraft has been installed during some previous ownership which renders all this fiction. You would be amazed at the number of such instances, and the problems this creates in tracing geneologies are obvious.

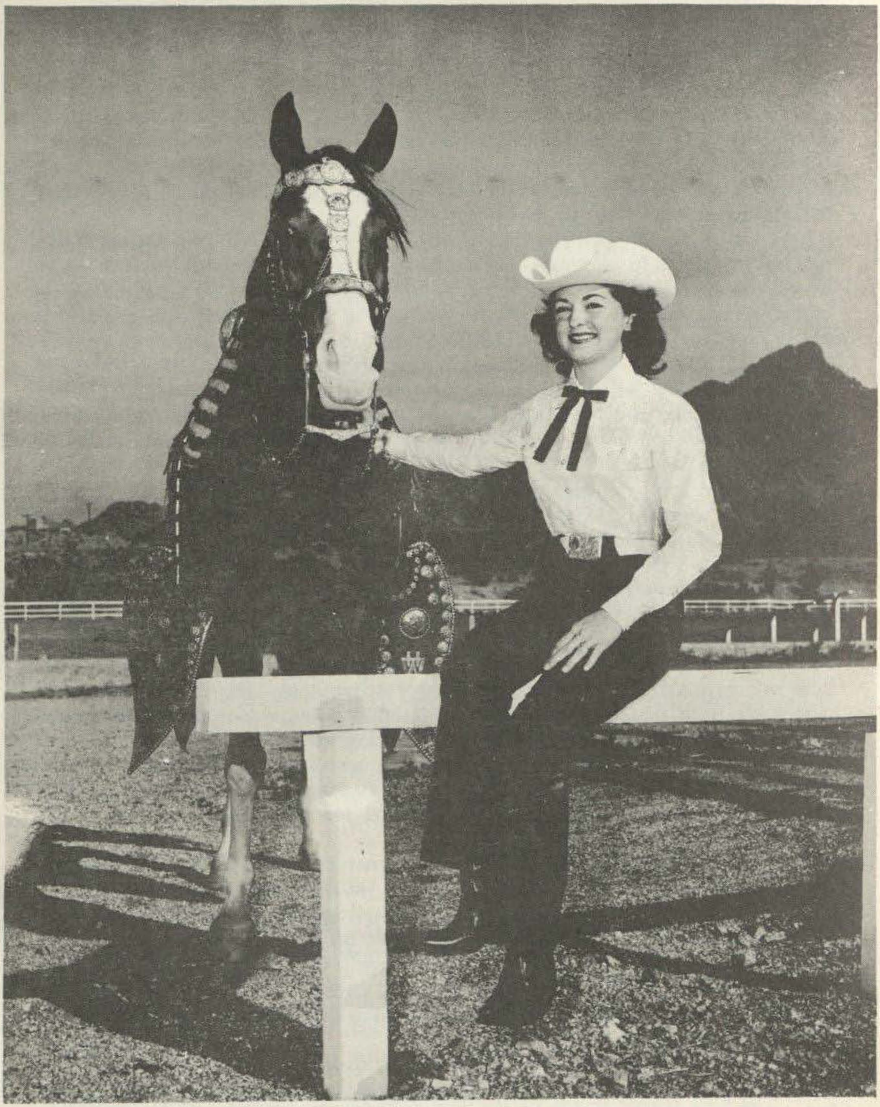
Except for N-490 and N-491, everything matches, old N-number with Douglas serial, but of course, those two received new registrations on their return to this country.

You may be interested to know that the oldest DC-3 still in service in this country is actually the fifth one built for American, and is used by ————. They—like BAL—have renumbered all their planes, and it is now known as "——." I requested a picture of this aircraft from them for inclusion in the history, and almost caused them to have mass apoplexy. First, they couldn't understand how I had found out about this situation; second, they were totally unwilling to have the matter made public; and third, this was one of the very reasons they had gotten new numbers.

It seems that they are currently involved in a route case and feel that publication of this fact would be used against them. I tried to ease their fears, but was apparently unsuccessful, for I have heard nothing further from them. My photographic need on this plane is still unfilled.

Let me again express my appreciation for you interest and cooperation, with especial thanks for the photograph of N-490. It will have a definite place in "The Fabulous DCs." If the time ever comes when I can be of service to BAL, I will consider it a personal favor to be allowed the opportunity.

Sincerely yours,
TOM BAXTER



PERFECT FOR SUN AND FUN — With warm, sunny weather all year long the famous vacationland of Phoenix, Arizona, and the Valley of the Sun is the perfect spot for sun, fun and recreation. Karen Womack, 18, of Phoenix, is just one of the many pretty riders who capitalize on the fine climate. (Phoenix Chamber of Commerce Photo)

Zella

Shown above in a typical, unposed scene is General Accounting Supervisor Zella Smith. Zella has been with Bonanza since July, 1951, when she started as a ticket aduitor. A resident of Boulder City, Zella and her husband Jay occupy themselves with dog, cat, and garden; "one of each." In addition, they both enjoy fishing and boating.

Hollywood Knickerbocker Offers Airline Rates

Bonanza personnel are offered a 10 per cent discount on rooms at the Hollywood Knickerbocker Hotel in Los Angeles. Located at 1714 North Ivar in Hollywood, the hotel's rates begin at eight dollars a day for singles. Featuring swimming pool, massage, fine food and drink; the Knickerbocker is a resort hotel in a metropolitan location.

Trans-Texas Marks Eleventh Year

Trans-Texas Airways, Houston based local service carrier, observed its eleventh birthday recently. Starting business on Oct-11, 1947, with two war-weary aircraft and a 714-mile route, TTA now serves 4707 route miles in Texsa, Louisiana, Arkansas, and Tennessee with 20 modernized "Starliner" DC-3's, racking up 18,000 air miles a day. More routes are being requested in the South Central, Kansas - Oklahoma, and Texas-New Mexico Area Service cases before the CAB.

Davis and Arpin at Fairchild Plant

Supt. of Maintenance George Davis, and Lou Arpin, Assistant to Operations VP Myron Reynolds, are presently at the Fairchild Aircraft plant in Hagerstown, Maryland. Arpin has been named Factory Representative for Bonanza, overseeing the construction of the six F-27A "Silver Dart" jetprop airliners, due for delivery starting in December. In addition, he will attend a factory school on the aircraft, together with Davis, and representatives of the other carriers ordering F-27s.

Even if 10 expirts, including tHe president, proof-reed your material. three of for errors will still apear in the finished productt. — *Prof. Albert Sullivan, Boston College.*

INFORMATION

DELTA AIR LINES announces inaugural of Royal Service flights, featuring champagne and fine foods, with an extra stewardess, soft music on the ground, and special bag tags. Nineteen DC-7 flights are involved.

NATIONAL AIR LINES, east coast carrier, announces New York to Miami jet service to begin December 10th, using Boeing 707 craft leased from Pan-American. This will make National the first with domestic jet flights.

ALOHA AIRLINES has announced an order for two Fairchild F-27 jetprop airliners, to be used in their Hawaiian "island hopping" service.

CIVIL AERONAUTICS AUTHORITY has awarded a contract totalling better than fifteen and a half million dollars for a nationwide system of 196 complete VOR-TAC ground stations, these to be linked with present VOR (Omnirange) stations to make VOR-TAC the common civil-military short range navigation system.

KLM-ROYAL DUTCH AIRLINES offers trans-Atlantic passengers a new service at Schiphol Airport, Amsterdam. New European cars may be purchased at the airport, used while in Europe, and shipped back to the U.S. as a tax-free used car. If desired, the car will be bought back at a price set when the car is first purchased.

AVALON AIR TRANSPORT has begun amphibian service from Los Angeles International Airport to Avalon Bay at Catalina Island. Passengers are saved time and limo fare by being disembarked directly at the dock in the heart of Avalon. Tickets may be obtained at Bonanza's ticket counter at the Los Angeles Iinternational Airport.

DO YOU KNOW

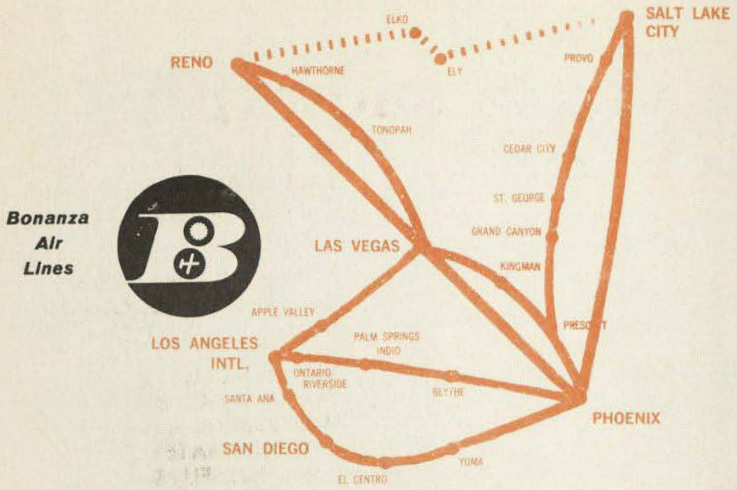
Bonanza Air Lines extends a fifty per cent reduced rate fare for members of the clergy?

For reduced rate identity card, notify the members of your clergy to write:

William J. Mitchell,
Vice President, Traffic and Sales,
Bonanza Air Lines,
P. O. Box 391,
Las Vegas, Nevada

LAS VEGAS SHOWTIMES

DESERT INN **DU 2-6000**	Oct. 21st thru Nov. 17th Nov. 18th for five weeks	**JANE POWELL** **JACKIE BARNETT'S** **"NEWCOMERS OF 1928"**
DUNES **DU 2-7700**	Current - Indefinite closing	**FOLIES INTERNATIONAL** **Starring TEMPEST STORM**
EL RANCHO VEGAS **DU 2-1300**	Current thru Nov. 11th Nov. 12th with Indefinite closing	**VIC DAMONE &** **LILI ST. CYR** **HAL LOMAN &** **THE PLAYMATES** **JANE RUSSELL &** **NORMAN & DEAN**
FLAMINGO **DU 2-8020**	Current - Indefinite closing	**MILLS BROTHERS &** **THE ANDREWS SISTERS**
RIVIERA **DU 4-5678**	Oct. 27th thru Nov. 16th Starting Nov. 17	**PHIL SILVERS** **ZEIGFIELD FOLLIES**
SAHARA **DU 2-6800**	Current thru Nov. 10th Nov. 11th thru Dec. 1st Dec. 2nd thru Dec. 22nd	**ANN BLYTH** **KAY STARR** **FRED WARING**
SANDS **DU 2-7100**	Current - Indefinite closing	**DEAN MARTIN**
STARDUST **DU 4-6350**	Current - Indefinite closing	**LE LIDO DE PARIS** **"C'est Magnifique"**
THUNDERBIRD **DU 2-5100**	Showroom closed for re-modeling	**CONTINUOUS MUSIC** **in the LOUNGE**
TROPICANA **DU 2-6850**	Oct. 29th thru Nov 25th	**DICK SHAWN, SALLY** **FOREST & CARLA** **ALBERGHETTI**



BONANZA AIR LINES, INC.

McCarran Field
P. O. Box 391
Las Vegas, Nevada

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